

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of this application.

Listing of Claims:

Claims 1-132 (cancelled)

133. (currently amended) A system in which local and global advertisements are distributed to user ~~television~~ equipment on which an interactive ~~television~~ program guide is implemented, comprising:

means for distributing global and local advertisements to the user ~~television~~ equipment, wherein the local advertisements are designated for display in a particular geographic region;

means for displaying an interactive ~~television~~ program guide display screen;

means for using the interactive ~~television~~ program guide to display ~~[[the]]~~ at least one global ~~advertisements~~ advertisement on the ~~television~~ program guide display screen;

means for receiving a user selection of the global ~~advertisements~~ advertisement; and

in response to receiving the user selection of the global advertisement, means for displaying, on at least a portion of the ~~television~~ program guide display screen, a local advertisement that is designated for display in the particular geographic region of the user ~~television~~ equipment, ~~and that is distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection~~ wherein the displayed local advertisement has content related to the selected global advertisement.

134. (currently amended) A method for using a system in which local and global advertisements are distributed to user ~~television~~ equipment on which an interactive ~~television~~ program guide is implemented, the method comprising ~~the steps of:~~

distributing global and local advertisements to the user ~~television~~ equipment, wherein the local advertisements are designated for display in a particular geographic region;

displaying an interactive program guide display screen;

using the interactive ~~television~~

program guide to display ~~[[the]]~~ at least one global advertisement advertisement on the program guide display screen;

receiving a user selection of the global ~~advertisements~~ advertisement; and

in response to receiving the user selection of the global advertisement, displaying, on at least a portion of the program guide display screen, a local advertisement that is designated for display in the particular geographic region of the user equipment, ~~distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection, the local advertisement displaying only local information that is specific to the particular geographic region for which it is designated wherein the displayed local advertisement has content related to the selected global advertisement.~~

135. (currently amended) A system in which local and global advertisements are displayed on user ~~television~~ equipment, the system comprising:

a ~~television~~ distribution facility that distributes global and local advertisements to the user ~~television~~ equipment, wherein the local advertisements are designated for display in a particular geographic region;

~~an interactive television program guide that displays an interactive television program guide screen and the global advertisements on the interactive television program guide screen;~~

wherein the user equipment is configured to:

display at least one global advertisement on a program guide display screen;

~~a control interface that receives~~ receive a user selection of the global ~~advertisements~~ advertisement; and

in response to receiving the user selection of the global advertisement, wherein the interactive television program guide displays a local advertisement, display on at least a portion of the television program guide display screen, a local advertisement that is designated for display in the particular geographic region of the user television equipment, and that is distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection wherein the displayed local advertisement has content related to the selected global advertisement.

136. (currently amended) A machine readable medium encoded with machine-readable instructions for use in a system in which local and global advertisements are distributed to

user ~~television~~ equipment on which an interactive ~~television~~ program guide is implemented, the machine-readable instructions comprising:

distributing global and local advertisements to the user ~~television~~ equipment, wherein the local advertisements are designated for display in a particular geographic region;

displaying an interactive ~~television~~ program guide display screen;

using the interactive ~~television~~ program guide to display ~~[[the]]~~ at lease one global ~~advertisements~~ advertisement on the ~~television~~ program guide display screen;

receiving a user selection of the global ~~advertisements~~ advertisement; and

in response to receiving the user selection of the global advertisement, displaying, on at least a portion of the program guide display screen, a local advertisement that is designated for display in the particular geographic region of the user equipment, ~~distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection, the local advertisement displaying only local information that is specific to the particular geographic region for which it is designated~~

wherein the displayed local advertisement has content related to the selected global advertisement.

137. (new) The system of claim 133, wherein the global advertisement is displayed as a panel advertisement.

138. (new) The system of claim 137, further comprising:

means for enabling the user to navigate a highlight region to the panel advertisement; and

means for receiving the user selection of the global advertisement displayed in the panel advertisement.

139. (new) The system of claim 133, wherein the global advertisement is displayed as a banner advertisement.

140. (new) The system of claim 139, further comprising:

means for enabling the user to navigate a highlight region to the banner advertisement; and

means for receiving the user selection of the global advertisement displayed in the banner advertisement.

141. (new) The system of claim 133, wherein the local advertisement is displayed as a panel advertisement.

142. (new) The system of claim 133, wherein the local advertisement is displayed as a banner advertisement.

143. (new) The system of claim 133, wherein the global and local advertisements promote upcoming television programs.

144. (new) The system of claim 133, wherein the global and local advertisements promote non-programming products and services.

145. (new) The system of claim 133, further comprising:

means for displaying program listings in a program listings region on the program guide display screen; and

means for displaying the global advertisement in an advertising region on the program guide display screen, wherein the program listings region and advertisement region are displayed simultaneously.

146. (new) The system of claim 133, further comprising:

displaying program listings information on the program guide display screen, the program listings information including information other than the global and local advertisements.

147. (new) The method of claim 134, wherein the global advertisement is displayed as a panel advertisement.

148. (new) The method of claim 147, further comprising:

enabling the user to navigate a highlight region to the panel advertisement; and

receiving the user selection of the global advertisement displayed in the panel advertisement.

149. (new) The method of claim 134, wherein the global advertisement is displayed as a banner advertisement.

150. (new) The method of claim 149, further comprising:

enabling the user to navigate a highlight region to the bannner advertisement; and

receiving the user selection of the global advertisement displayed in the banner advertisement.

151. (new) The method of claim 134, wherein the local advertisement is displayed as a panel advertisement.

152. (new) The method of claim 134, wherein the local advertisement is displayed as a banner displayed advertisement.

153. (new) The method of claim 134, wherein the global and local advertisements promote upcoming television programs.

154. (new) The method of claim 134, wherein the global and local advertisements promote non-programming products and services.

155. (new) The method of claim 134, further comprising:

displaying program listings in a program listings region on the program guide display screen; and

displaying the global advertisement in an advertising region on the program guide display screen,

wherein the program listings region and advertisement region are displayed simultaneously.

156. (new) The method of claim 134, further comprising:

displaying program listings information on the program guide display screen, the program listings information including information other than the global and local advertisements.

157. (new) The system of claim 135, wherein the global advertisement is displayed as a panel advertisement.

158. (new) The system of claim 157, wherein the user equipment is operative to:

enable the user to navigate a highlight region to the panel advertisement; and

receive the user selection of the global advertisement displayed in the panel advertisement.

159. (new) The system of claim 135, wherein the global advertisement is displayed as a banner advertisement.

160. (new) The system of claim 159, wherein the user equipment is operative to:

enabling the user to navigate a highlight region to the bannner advertisement; and

receiving the user selection of the global advertisement displayed in the banner advertisement.

161. (new) The system of claim 135, wherein the local advertisement is displayed as a panel advertisement.

162. (new) The system of claim 135, wherein the local advertisement is displayed as a banner advertisement.

163. (new) The system of claim 135, wherein the global and local advertisements promote upcoming television programs.

164. (new) The system of claim 135, wherein the global and local advertisements promote non-programming products and services.

165. (new) The system of claim 135, wherein the user equipment is operative to:

display program listings in a program listings region on the program guide display screen; and

display the global advertisement in an advertising region on the program guide display screen, wherein the program listings region and advertisement region are displayed simultaneously.

166. (new) The system of claim 135, further comprising:

displaying program listings information on the program guide display screen, the program listings information including information other than the global and local advertisements.

167. (new) The machine readable media of claim 136, wherein the global advertisement is displayed as a panel advertisement.

168. (new) The machine readable media of claim 167, the machine-readable instructions further comprising:

enabling the user to navigate a highlight region to the panel advertisement; and

receiving the user selection of the global advertisement displayed in the panel advertisement.

169. (new) The machine readable media of claim 136, wherein the global advertisement is displayed as a banner advertisement.

170. (new) The machine readable media of claim 169, the machine-readable instructions further comprising:

enabling the user to navigate a highlight region to the banner advertisement; and

receiving the user selection of the global advertisement displayed in the banner advertisement.

171. (new) The machine readable media of claim 136, wherein the local advertisement is displayed as a panel advertisement.

172. (new) The machine readable media of claim 136, wherein the local advertisement is displayed as a banner advertisement.

173. (new) The machine readable media of claim 136, wherein the global and local advertisements promote upcoming television programs.

174. (new) The machine readable media of claim 136, wherein the global and local advertisements promote non-programming products and services.

175. (new) The machine readable media of claim 136, the machine-readable instructions further comprising:

displaying program listings in a program listings region on the program guide display screen; and

displaying the global advertisement in an advertising region on the program guide display screen, wherein the program listings region and advertisement region are displayed simultaneously.

176. (new) The machine readable media of claim 136, the machine-readable instructions further comprising:

displaying program listings information on the program guide display screen, the program listings information including information other than the global and local advertisements.